



🔗 Speaks About ...

- The Science of Smarter Judgement
- How Behavioural Insights Drive Success
- 10 Hidden Mistakes Most Leaders Make
- Mastering The Curse of Indecision
- Avoiding Judgement Killers & Bear Traps
- Influence: Being Heard Above the Noise
- Ethics 101: Principles over Pressure
- Motivating Others to Stand Up not Stand By
- Personal Brands That Truly Stand Out
- Inclusive Decision-Making.



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TEDx



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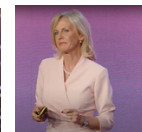
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Nuala Walsh

**Behavioural Scientist, Adjunct Professor,
Board Chair, TEDx speaker
& Award-winning Author**

- A popular TEDx speaker, Nuala Walsh applies the science of behaviour to boost business performance and brand buzz while minimising the risk of high-stakes misjudgment.
- With decades spent in investments, sports and human rights organisations, she has globalised brands, and even architected the first Ryder Cup global sponsorship in its 100-year history.
- Having interviewed US presidents, moon-landing astronauts, Olympians and Death Row exonerees, she draws on extraordinary stories to share leadership, reputation and branding insights.
- As Chair of the Innocence Project London which remedies wrongful convictions, Nuala's fascination with forensic psychology is evident.
- She analyzes well-known scandals and criminal cases to highlight the prevalence, depth and consequence of ignoring human risk.
- Her highly-regarded, thought-provoking and energetic talks are further shaped by board appointments at UN Women, the British & Irish Lions, the Football Association, and World Athletics.



Business Advisor & Behavioural Scientist

- Recognized among the 100 Most Influential Women in Finance, this former Chief Marketing Officer built a distinguished 30-year career in investments at BlackRock, Merrill Lynch and Standard Life.
- At age 50, she pivoted careers, earning a Masters in behavioural science at the London School of Economics where she's now a Fellow.
- She co-founded the Global Association of Behavioral Scientists and founded MindEquity Consulting, advising premium brands industrywide such as Asics, Uber and BBC.

Author & Adjunct Professor

- A prolific writer, Nuala has published 100+ articles in Psychology Today, Forbes, Inc., and Harvard Business Review. Her work has been featured by Financial Times, CNBC, the Economist, and Fox Business.
- Her acclaimed 2024 debut book *"TUNE IN: How to Make Smarter Decisions in a Noisy World"* has won multiple literary distinctions:
 - International Press Award 2025
 - International Book Award 2024
 - American Writing Award 2024
 - PenCraft Literary Excellence Award 2024
- Holding several Masters degrees, she is Adjunct Professor at Trinity College Dublin's School of Medicine, having read Philosophy in 1985.
- A guest lecturer at INSEAD and Harvard Kennedy School, she also teaches alumni globally as President of the Harvard Club of Ireland.

